



OFFICE OF CITY CLERK SUSANA A. MENDOZA
CITY OF CHICAGO

Good morning, Chairman Austin and Members of the City Council. I am pleased to appear before this honorable body to present the Office of the City Clerk's 2013 Budget Request.

Last year I came to you pledging to make the City Clerk's Office more responsive, efficient, innovative, and technologically advanced. Today, I am proud to say that we honored those promises, and we've improved as a result.

Today's budget request is \$43,000 less than last year's appropriation. This isn't because our office is doing less. In fact, we are doing more, with less. We are working smart, and working hard.

Working with you has helped us to innovate new ways to deliver a better customer experience while saving taxpayer dollars. With our enforcement policies, we've increased fairness, and increased revenue. We continue to strive towards empowering you through knowledge and information. We're thinking differently and doing things differently. This process is a journey, but we are well on our way.

A year ago at this time, I committed to a new model for city sticker sales that is both *customer-focused and budget smart*. Many ideas originated from you and your residents. They became the basis for improvements benefitting more than 1 million drivers and the Chicago tax payers who, now more than ever, count on government to do more with less.

We started by extending the sales period for city stickers. It has always been 6 weeks. We added another 4. It didn't make sense to sell more than 1 million city vehicle stickers in just 6 weeks. We also knew that, after last year's sales period, we needed a more efficient procedure for mail orders. As a result of smarter process management changes, *for the first time ever*, all mail-order city stickers were in people's hands well before the deadline. These commonsense changes had big impacts: Chicago drivers benefited from shorter lines, there were less cancelled checks and refunds processed as a result of slow mail, and ultimately, tax payers benefited from a 21% decrease in overtime costs.

Then we identified where we fell short in 2011. For example, technology is ever fickle. During the 2011 rush, citywide computer outages halted sticker sales on 4 occasions. I'm no rocket scientist, but I said "Hey guys, for 2012 let's have a back-up plan so that we aren't turning people away, money in hand". So we implemented a back-up plan. Makes sense, right? A perfect example of this is Alderman Cullerton's ward sale: When the technology crashed, we were able to switch to a manual sales platform and service all of his constituents within a matter of ten



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minutes. Alderman Balcer's ward benefitted from improved technologies, as our updated 4G wireless network led to a significant decrease in wait times at his ward sale. In 2011, the average wait at Alderman Balcer's busy ward sale was 45 minutes, compared with this year's 2 minute average. A significant challenge was addressing the problems with our website: it was difficult to navigate and cumbersome. In March, we rebuilt it to be user-friendly and customer centric. A key component was a new purchase application that we created in-house, called "EZ Buy". I am proud to report that a former weakness is now a strength which drove a 23% increase in our online sales. Online transactions are good for customer convenience and they're also more efficient and cost effective. And that's good for the city's bottom line.

In areas where we found success, we expanded our efforts. Since our technology team implemented a new website at no additional cost to taxpayers, we also had them craft a mobile site, accessed through the QR code on the back of the city's 1st ever interactive city sticker. Our goal is to reach Chicagoans in new ways, and to open the door for future sponsorship opportunities. We found success in ward sales, so the highest volume wards received an additional sales date. Our popular will-call program was expanded to online purchasers and to your ward sale constituents. Alderman O'Shea's ward, the busiest ward, benefitted from our will-call program. With the combination of multiple sales dates, and the most utilized will-call option for any ward, wait times dropped from 45 minutes down to 3 to 5 minutes on average. Our city sticker sweepstakes, a tool to promote sales and local businesses, was expanded this year to include 10 prize packages, all donated by Chicago businesses, at no cost to taxpayers. More than 40,000 people entered, boosting our online sales. To sum it up, we've made a lot of progress. And along the way, we've learned that being customer focused *is* being budget smart. The bottom line of all these improvements is that we've seen approximately 28,000 additional sticker sales this year.

That's why next year – we're looking to go to year-round city sticker sales. This is an ambitious undertaking, but everything we've learned up to this point demonstrates that it's not only achievable, but will be a more convenient customer experience with a positive budget impact. We're confident that with your support and feedback, we can make this happen.

Many of you know me from my hard line on scofflaws. For me, this is a simple matter of fairness. Think of that person you know that never chips in for the dinner tab. Time after time, everyone else pays too much to pick up the slack. You justifiably feel like you're getting ripped off and it's just not fair. It's the same principle for those who cheat the system with city stickers. It's indisputable that we need good, safe roads. That said - *all drivers* have to pay for them – not



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just some. To Kay from Roseland and Charles from Sauganash, and all the other Chicagoans who've contacted me about this issue – I hear you. Compliance isn't just a revenue thing, it's a fairness thing.

Here's what we've done so far. We took a good, hard look at ourselves. When I took office, the Clerk's Office's enforcement team was being out-performed by a private contractor. That's unacceptable. Today, our small but mighty team out-performs the contractor by an almost 2 to 1 margin. This is just one example of the ways in which we can improve enforcement. I know of others that can become a reality, if we can think innovatively and act collaboratively. And while enforcement isn't always popular, *it is* necessary for a fair system.

"Transparency." It's a buzz word that it so overused these days, it seems to have lost all meaning. But not for me. For me, transparency is meaningful – it means empowering Chicagoans. It means empowering YOU, Chicago's Aldermen. As Chicago's City Clerk, I'm in a unique position to provide transparency, and I want to do that. I'll start by being very honest with you now. I inherited a flawed system in the Legislative Information Center, and promises about its functionality made to me were more optimistic than they were realistic. But I'm working to make it better, to help you. Making this system work has been a journey. The first step was taking a good look in the mirror, and then we started making operational changes which resulted in a 75% decrease in City Council overtime. The second step is taking feedback, regardless of the source, and regardless of how much it may sting. After reading a scathing review of my office's procedures online, I reached out to the article's author, a Northeastern Illinois University Professor. He and his students are now working in cooperation with our City Council Division to help us identify ways in which we can improve for the future. The takeaway here is that we want to hear from you – we want to understand the good, and the bad. We want to empower you, not just by providing you with accessibility to information, but also through embracing your vision and needs into our own.

As I mentioned earlier, we're dedicated to thinking outside of the box. This is a different City Clerk's Office than it has been in the past. We've challenged ourselves to make this office one that brings true value to you, and to the taxpayers. We will continue to be both introspective and receptive, and we will continue to learn, grow, and improve along this journey. Thank you. I'll be happy to answer any questions you may have.

Office of the City Clerk

2013 Budget Hearing

MBE/WBE Data

Period: January 1, 2012 Through September 30, 2012

Total Purchases: \$2,926,652.70

	MBE	WBE	Total MBE/WBE Purchases
Asian	\$24,726 (1.0 %)	\$6,584 (0.045 %)	
MBE/WBE	\$446,391.21 (15.25 %)	\$114,680.05 (3.9 %)	
Total Spending	\$446,391.21 (15.25 %)	\$130,596.36 (4.5 %)	\$601,714.13 (20.5 %)

Staffing Data

Department Ethnicity and Gender				
	Male	Female	Total	%
Asian	3	2	5	5%
Black	4	27	31	34%
Hispanic	3	13	16	18%
White	18	21	39	43%
Total	28	63	91	100%
	28%	63%		

New Hires Ethnicity and Gender				
	Male	Female	Total	%
Asian				
Black				
Hispanic				
White	1		1	
Total				
	100%			

Department Managers Ethnicity and Gender				
	Male	Female	Total	%
Asian	0	1	1	1%
Black	2	3	5	5%
Hispanic	1	4	5	4%
White	7	5	12	13%
Total	10	13	23	
	9%	14%	25%	

Interns

RACE	Gender	School
ASIAN	Female	University of Illinois at Chicago
BLACK OR AFRICAN AMERICAN	Female	Southern Illinois University, Edwardsville
BLACK OR AFRICAN AMERICAN	Female	DePaul University
BLACK OR AFRICAN AMERICAN	Female	CHGO STATE UNIV
BLACK OR AFRICAN AMERICAN	Female	Saint Xavier University
BLACK OR AFRICAN AMERICAN	Female	Chicago State University
BLACK OR AFRICAN AMERICAN	Female	Northeastern University Illinois
BLACK OR AFRICAN AMERICAN	Female	University of Phoenix, Chicago Campus
BLACK OR AFRICAN AMERICAN	Female	DePaul University

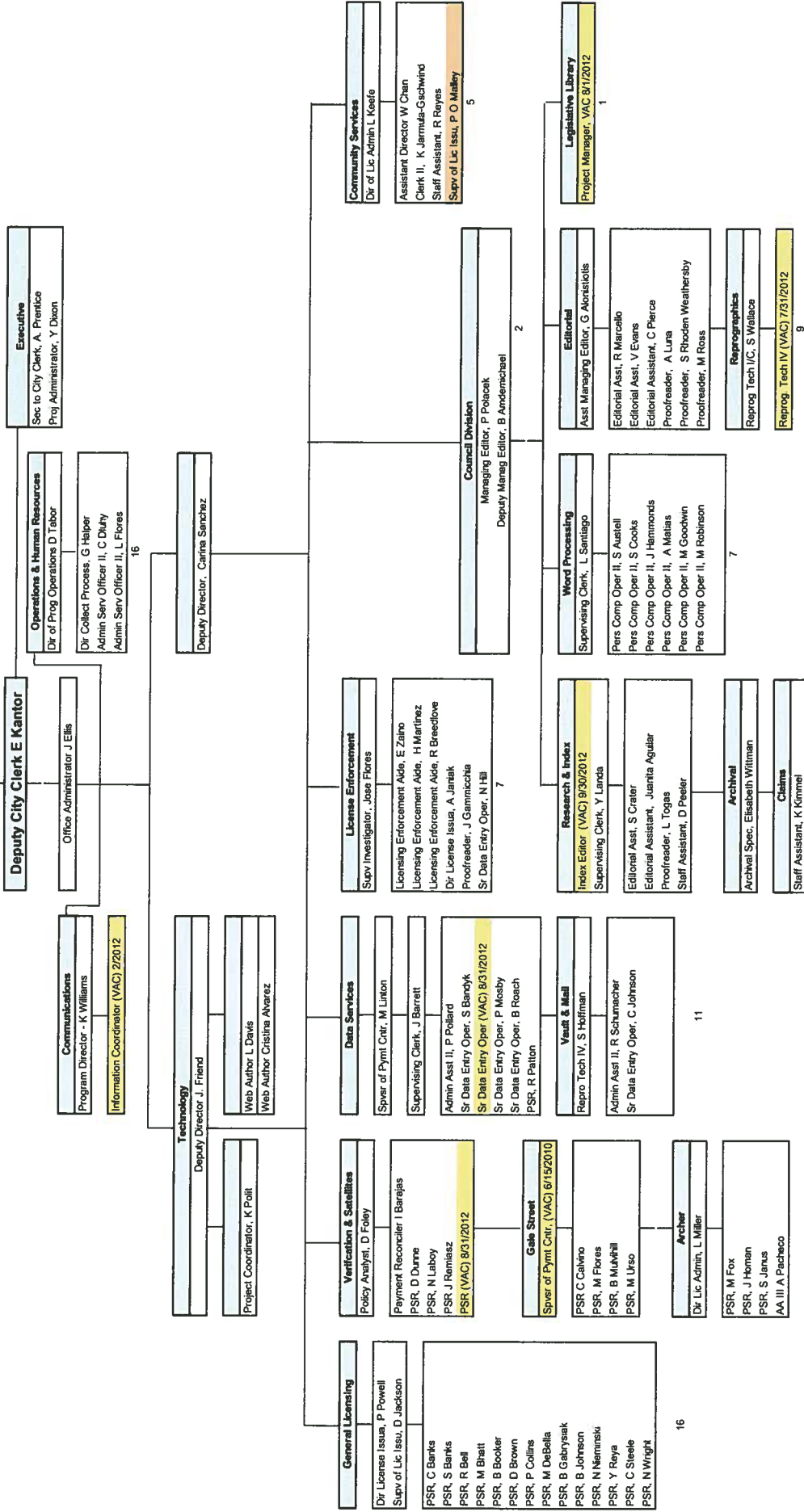
Office of the City Clerk

2013 Budget Hearing

BLACK OR AFRICAN AMERICAN	Female	DePaul University
BLACK OR AFRICAN AMERICAN	Female	WRIGHT CITY COLLEGE
BLACK OR AFRICAN AMERICAN	Female	COMPUTER SYSTEMS INSTITUTE
BLACK OR AFRICAN AMERICAN	Female	Saint Xavier University
BLACK OR AFRICAN AMERICAN	Female	Loyola University Chicago Law School
BLACK OR AFRICAN AMERICAN	Female	Dominican University
BLACK OR AFRICAN AMERICAN	Female	Malcolm X Community College
BLACK OR AFRICAN AMERICAN	Female	Robert Morris College
BLACK OR AFRICAN AMERICAN	Female	University of Michigan- Ann Arbor
HISPANIC OR LATINO	Female	Dominican University
HISPANIC OR LATINO	Female	DePaul University
HISPANIC OR LATINO	Female	CHGO STATE UNIV
HISPANIC OR LATINO	Female	DePaul University
HISPANIC OR LATINO	Female	DePaul University
WHITE (NOT HISPANIC OR LATINO)	Female	Purdue University College of Science
WHITE (NOT HISPANIC OR LATINO)	Female	Lake Forest College
WHITE (NOT HISPANIC OR LATINO)	Female	DePaul University
WHITE (NOT HISPANIC OR LATINO)	Female	University of Illinois at Chicago
WHITE (NOT HISPANIC OR LATINO)	Female	Michigan State University
ASIAN	Male	University of Illinois
ASIAN	Male	Robert Morris College - IL
BLACK OR AFRICAN AMERICAN	Male	DePaul University
BLACK OR AFRICAN AMERICAN	Male	Illinois State University
BLACK OR AFRICAN AMERICAN	Male	DePaul University
BLACK OR AFRICAN AMERICAN	Male	Morehouse College
BLACK OR AFRICAN AMERICAN	Male	Virginia State University
BLACK OR AFRICAN AMERICAN	Male	Eastern University Illinois
HISPANIC OR LATINO	Male	Northeastern University Illinois
HISPANIC OR LATINO	Male	Illinois State University
HISPANIC OR LATINO	Male	Illinois State University
HISPANIC OR LATINO	Male	Lake Forest College
WHITE (NOT HISPANIC OR LATINO)	Male	Omega School of Communications
WHITE (NOT HISPANIC OR LATINO)	Male	Northwestern University
WHITE (NOT HISPANIC OR LATINO)	Male	St. Louis University
WHITE (NOT HISPANIC OR LATINO)	Male	University of Illinois, Urbana-Champaign
WHITE (NOT HISPANIC OR LATINO)	Male	University of Illinois at Chicago
WHITE (NOT HISPANIC OR LATINO)	Male	University of Chicago
WHITE (NOT HISPANIC OR LATINO)	Male	University of Illinois at Chicago
WHITE (NOT HISPANIC OR LATINO)	Male	Illinois State University
WHITE (NOT HISPANIC OR LATINO)	Male	Illinois State University
WHITE (NOT HISPANIC OR LATINO)	Male	DePaul University
WHITE (NOT HISPANIC OR LATINO)	Male	Illinois State University

ORGANIZATION CHART

City Clerk Susana A. Mendoza



16

Total Budgeted Positions 98
100 Fund 35
300 Fund 63

Vacancies
LOA

7
1

updated
10/15/2012